

SCHMIDT MARKETING

CitySurvey® for TEXAS 2009

A. Process

In December of 2009, Schmidt Marketing, Inc. conducted a salary survey of legal marketers in Texas.

The survey link was sent by e-mail to 71 in-house law firm marketing professionals with a coordinator level title or above employed in Texas. We received 25 responses.

B. Demographics

- ◆ The majority of respondents were from the Dallas or Houston areas.

Location	n	Percentage of Total
Austin	3	12%
Dallas	11	44%
Houston	11	44%

- ◆ When asked with which title respondents most identify, 60% identified themselves as “Managers.”

Title	n	Percentage of Total
CMO	3	12%
Director	5	20%
Manager	15	60%
Coordinator	2	8%

- ◆ The largest number of responses (72%) came from firms with 500 or fewer lawyers.

Firm Size	n	Percentage of Total
Up to 150	9	36%
151-500	9	36%
501-1,000	5	20%
>1,000	2	8%

- ◆ Eighty-eight percent of firms’ attorney counts were the same or lower than they were in 2008.

Firm Size	n	Percentage of Total
Higher	3	12%
About the same	16	64%
Lower	6	24%

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- ◆ The largest number of respondents (42%) identified their primary job function as a marketing generalist.

Function	n	Percentage of Total
Generalist	10	42%
Marketing Communications	6	25%
Business Development	7	29%
Functional Specialist	1	4%

- ◆ Sixty-four percent of respondents have firm-wide marketing responsibility.

Responsibility	n	Percentage of Total
Firm wide	16	64%
One or more offices	5	20%
One or more practice groups	3	12%
Other (office specific and firm-wide)	1	4%

- ◆ Of the respondents who received bonuses (92%), nearly two-thirds received a holiday/annual firm-wide bonus (multiple responses allowed).

Bonus	n	Percentage of Total
Merit/Performance	11	48%
Length of service	3	13%
Holiday/Annual firm-wide bonus	15	65%

- ◆ More than half of the respondents (52%) report that their salary is currently frozen.

Raise	n	Percentage of Total
Normal raise in 2009	7	28%
Raise but smaller percentage	5	20%
Salary is frozen	13	52%

- ◆ Sixty-four percent of respondents anticipated receiving a bonus in 2009.

Bonus	n	Percentage of Total
Yes	16	64%
No	7	28%
Don't Know	2	8%

- ◆ No respondents have been asked to reduce their hours.

*High/low compensation data was excluded due to the small number of responses.

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C. Base Salaries by Title

Title	n	High Salary	Low Salary	Average Salary	Median Salary
CMO*	3	--	--	\$194,667	\$204,000
Director (Business Development, Marketing)	4	\$137,000	\$70,000	\$102,750	\$102,000
Manager (Business Development, Client Relations, Communications and Marketing)	14	\$120,000	\$57,000	\$83,582	\$84,000
Marketing Coordinator*	2	--	--	\$49,780	\$49,780

Comparisons to 2008 Survey Results:

- **CMO** average base salaries *decreased* by 12% in 2009. Median salaries remained constant.
- **Director** average base salaries *decreased* by 14% in 2009. Median salaries *increased* by 4%.
- **Manager** average base salaries *increased* by 9% in 2009. Median salaries *increased* by 5%.
- **Coordinator** average base and median salaries *decreased* by 2% in 2009.

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D. Bonuses by Title

Title	n	High Bonus	Low Bonus	Average Bonus	Median Bonus
CMO*	3	--	--	\$31,667	\$40,000
Director (Business Development, Marketing)	4	\$16,000	\$2,500	\$6,625	\$4,000
Manager (Business Development, Client Relations, Communications and Marketing)	14	\$10,000	\$0	\$3,850	\$3,000
Marketing Coordinator*	2	--	--	\$1,075	\$1,075

Comparisons to 2008 Survey Results:

- **CMO** average bonus *decreased* by 15% in 2009. Median bonus compensation *decreased* by 14%.
- **Director** average bonus *decreased* by 24%. Median bonus compensation *decreased* by 20%.
- **Manager** average bonus *increased* by 9% and median bonus compensation *increased* by 14%.
- **Coordinator** average bonus *decreased* by 3% in 2009. Median bonus compensation *decreased* by 10%.

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E. Total Compensation by Title

Title	n	High Compensation	Low Compensation	Average Compensation	Median Compensation
CMO*	3	--	--	\$232,667	\$233,000
Director (Business Development, Marketing)	5	\$142,000	\$72,500	\$109,375	\$111,500
Manager (Business Development, Client Relations, Communications and Marketing)	14	\$120,000	\$59,500	\$87,254	\$88,450
Marketing Coordinator*	2	--	--	\$50,855	\$50,855

Comparisons to 2008 Survey Results:

- **CMO** average total compensation *decreased* by 10%. Median total compensation *decreased* by 4%.
- **Director** average total compensation *decreased* by 14%. However, median total compensation *increased* by 11%.
- **Manager** average total compensation *increased* by 6%. Median average total compensation *increased* by 4%.
- **Coordinator** average total compensation *decreased* by 6% and median total compensation *decreased* by 3%.

*High/low compensation data was excluded due to the small number of responses.